

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES

August 14, 2007

Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors

George Abou-Daoud, Bowery

Shake Bakalyan, Wells Fargo Bank

Craig Donahue, The Donahue Group

Susan Durante, Los Angeles Film School

Brad Folb, Paramount Contractors

Ryan Harter, CIM Group

Carol Massie, McDonald's Restaurants

Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Absent

Duke Gallagher, The Production Group

Steve Auer, Sunset Gower Studios

Darcy Judd, Robertson Properties

Richard Inouye, Tribune

Father Michael Mandala, Blessed Sacrament Church

Fred Rosenthal, Ametron

Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance

Sarah MacPherson, Hollywood Property Owners Alliance

Joe Mariani Jr., Hollywood Property Owners Alliance

Katie Zandona, Hollywood Property Owners Alliance

Don Duckworth, Duckworth Consulting

Mike Harkins, Andrews International BID Security

Guests

Brent Gaulke, Gerding Edlen

Laura Dodson, Argyle Civic Association

1. Call to Order

The meeting was called to order by President Dirk Degraeve at 4:12 P.M. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

2. Public Comment

Kerry Morrison introduced to the board Katie Zandona, the newest member of the Hollywood Property Owners Alliance Staff. Zandona would be taking over the roll of Marketing Coordinator for the office and is looking forward to working with both the Hollywood Entertainment District and Sunset and Vine Business Improvement Districts.

3. Treasurer's Report

Carol Massie reviewed the budget report dated as of July 31, 2007. Massie pointed out that up to this month in the year the board currently had \$650,881 dollars in the bank. Morrison notified the board that if expenditures carried on as projected the board would end the year with \$227,733 in the bank. Dirk Degraeve reminded the group that this was a large sum of money considering that streetscape expenditures for trashcans and \$40,000 allocated to pressure washing had already been included on the current budget report. Morrison suggested that a discussion could occur at a later date to try and find alternative ways to invest the budget surplus into projects that would benefit the BID and its stakeholders.

It was moved by Susan Durante, seconded by Ryan Harter and CARRIED to approve the Treasurer's Report. The motion was Unanimously Approved. (Treasurer's Report is attached to these minutes as Appendix C).

4. Committee Reports

A. Streetscape Committee

1. Pigeon Control Recommendation: Michael Pogorzelski introduced Laura Dodson from the Argyle Civic Association. Dodson had presented at the last Streetscape Committee meeting and informed the board of the current pigeon problem occurring in the Hollywood area. With the bird population growing at alarming speeds, the ACA and PETA have devised a program titled, Ovo Control, which would dramatically decrease flock sizes by half within a five year period. The program would cost \$60,000 for the first year. Morrison questioned Dodson as to how the ACA would plan to obtain the necessary funds to maintain the program. Dodson stated that she had already received a \$5,000 contribution pledge from the Hollywood Entertainment District, and would be approaching other BIDs, Neighborhood Councils, Property Owners, and Residents to participate in assisting with costs. Pogorzelski along with the Streetscape Committee recommended that the BID contribute \$5,000 to the Argyle Civic Association, subject to the ACA obtaining the total amount for initiating and maintaining the program this year.

It was moved by Craig Donahue, seconded by Michael Pogorzelski and CARRIED to approve that the Sunset and Vine BID would contribute \$5,000 to the Argyle Civic Association's Pigeon Control Program, subject to the group obtaining the full cost of \$60,000 to initiate the program in the coming year. The motion was Unanimously Approved.

2. Graffiti Abatement Trends: Dirk Degraeve discussed his concerns with the increase in graffiti that has been occurring within the Sunset and Vine BID. Sarah MacPherson explained that there were two ways that the problem could be handled.

- The first option would be to include a monthly "no-tolerance" policy for graffiti through Clean Street at a cost of \$8,600 a month.
- The second option would be to contact property owners who have had graffiti continually painted out on their buildings in order to identify a way to better manage the area to deter offenders from tagging or vandalizing the property.

Pogorzelski stated he felt that option two was a much more logical solution since the results could be very beneficial not only for the BID but for the property owner as was the case with AT and T. The board agreed to proceed with option two.

3. Dumpster Storage: MacPherson introduced to the board Brent Gaulke from Gerding Edlen. MacPherson informed the group that in exchange for continued graffiti removal from the Spaghetti Factory property Gerding Edlen has agreed to store the BID's Clean Street Dumpsters which heretofore have been stored at the Blessed Sacrament Church parking lot.

4. Trash Receptacles: Pogorzelski reported the Streetscape Committee recommended that the board approve the purchase of Green Keystone Ridge trashcans. Around 20 trashcans would be purchased for an approximate amount of \$20,000.

It was moved by Michael Pogorzelski, seconded by Carol Massie and CARRIED to approve that the Board would purchase 20 Green Keystone Ridge Trash Receptacles for the amount not to exceed \$20,000. The motion was Unanimously Approved.

5. Next Meeting Announcement: Macpherson announced that the next Streetscape Committee meeting would be held on Wednesday, September 5, 2007 at 10:30 A.M. The meeting will be hosted at the CRA Office, located at 6255 Sunset Boulevard, Suite 2206. The group will be discussing the Urban Design Plan for Sunset Boulevard. Board members interested in attending are welcome to join the discussion.

5. Approval of Board Minutes

It was moved by Ryan Harter, seconded by Craig Donahue and CARRIED to approve the minutes from the July 10, 2007 Board meeting. The Motion was Unanimously Approved. (The minutes are attached to these minutes as Appendix D).

6. New Business

A. Marketing Committee Formation

Craig Donahue reported that he had met with Kerry Morrison and Kim Sudhalter to discuss what could be done for the Sunset and Vine BID from a marketing perspective. Some ideas that came from the meeting were:

1. To create a Web Presence for the BID. Morrison informed the board that with the addition of Katie Zandona to the staff, the BID would be able to help coordinate some of these aspects such as providing a potential website designer and hosting company. Morrison reminded the board that the initial contract between the HPOA and Central Hollywood Coalition stated that the HPOA would maintain the website, and that the Central Hollywood Coalition would pay for any costs associated with the site, (example: hosting fees, maintenance, design, upkeep, etcetera).
2. The second idea was to have pole banners installed in the area that branded the district for foot and car traffic.

Donahue offered his office to help provide design assistance for either of the projects when needed.

4. Committee Reports - Continued

B. Security Committee

1. Letter of Appreciation from Blessed Sacrament Social Services: Morrison directed the Board's attention to a letter from Edward Corey, President of the Board for Blessed Sacrament Social Services. The letter thanked the Board and BID for their generous donation to the Social Service Program.
2. SFW Software Implementation Update: Morrison notified the group that currently interns at the HPOA office had been inputting arrest reports into the software and the staff is hoping to give a live presentation at the September Board Meeting.
3. Andrews International Update: There will be no Security Committee meeting for the month of August. The group will reconvene in September. Mike Harkins addressed the issue of graffiti in the BID. Andrews believes that the recent influx of taggings has been caused by an ongoing turf war between "tagging crews" and rival gangs within the area. LAPD is closely monitoring the situation and using resources to detour the violent behavior that may be caused by this feuding. Andrews is also proactively arresting offenders in trouble spots in order to keep potential defendants off the streets and out of trouble. Morrison congratulated Andrews on their efforts and explained how the Security Committee meetings have been a great platform for various law agencies (LAPD, LASD, Andrews International) and Outreach Providers to come together and discuss issues in the two BID areas. Harkins informed the board that any issues or leads are always welcome at the BID office. Board Members were encouraged to email any non-emergency information to the Andrews office at Footbeat@AndrewsInternational.com.
4. Discuss Feasibility of Three Locations for Surveillance Camera: Joe Mariani explained that recently he attended a meeting with Andrews International, a representative from Metro Video and Sarah Macpherson to visit the three potential sites for a surveillance camera within the Sunset and Vine BID. The group looked at the intersections of Gower and Sunset, Wilcox and Sunset and Sunset and Vine. After analyzing potential buildings to host the camera

while providing the best range of view, the group felt that the camera would be of highest benefit at the intersection of Sunset and Vine. This was due to the fact that the camera could easily be mounted to the Bank of America building while providing a wider range of sight with minor interference from such obstacles as trees or signage. Mariani and MacPherson would collaborate with Andrews International and LAPD to see if this intersection would be the best choice based on crime statistics in the area and would report back once the statistics had been analyzed.

5. Feedback from Property/Business Owners Regarding Alcohol Sales Letter: As to this point the HPOA staff had received no feedback from either Property or Business Owners in both BIDs regarding the alcohol sales letter that went out in July. Harkins reported that BID officers have still noticed that some stores are continuing to sell to intoxicated individuals. Due to this, Andrews is continuing to arrest suspects for alcohol violations and log those that occur in close proximities to a certain liquor store. The reports would then be forwarded to Mick Rose at LAPD who would keep a file of these incidents. Once a store has numerous incidents these reports would be forwarded to ABC who would follow up with enforcement action against the liquor store or its owner.

7. Report from Kerry Morrison

A. Completion of Hollywood Visitor's Guide and Map

The 2007-2008 Hollywood Visitor's Guide and Map has been completed and are being shipped to their respective locations for distribution. Each board member was given a copy of the map, which for the first time ever featured Sunset and Vine Businesses along with a panel that described the Sunset and Vine BID. Morrison noted that if it was not for the late entry of OPI Nail Polish who paid \$20,000 to become the official sponsor of the map, the group would not have been able to print 500,000 and make a small profit. Morrison also thanked the board and the Sunset and Vine BID for purchasing a panel on this year's map.

8. Next Meeting

The next meeting was set for September 11, 2007 beginning at 4:00 P.M. at the L.A. Film School, located at 6353 Sunset Boulevard, Hollywood, CA. 90028.

9. Adjournment

There being no further business the meeting was adjourned by President Dirk Degraeve at 5:35 P.M.